

N

- New, Anne L. (Book Review).....April, p. 29
Newcomb, Robert.....October, p. 40

O

- O'Reilly, Maurice.....June, p. 16
October, p. 90

P

- Parry, Thomas W.....July, p. 3
Parsons, Dudley L.....September, p. 3
Pendray, G. Edward (Book Review)....February, p. 23
July, p. 12; October, p. 18
Perry, Glen.....April, p. 3
Peters, Quinton.....November, p. 6
Phillips, David J.....February, p. 13
Pratt, K. C.....October, p. 87
Pray, Francis C. (Book Review).....June, p. 28
October, p. 43

R

- Reynolds, Conger.....October, p. 8
Robinson, Edward J.....November, p. 3
Rust, Fred W., Jr.....May, p. 11

S

- Sockman, Dr. Ralph W.....February, p. 3
Sammons, Marg.....October, p. 40
Schrader, Paul.....July, p. 5
Schulze, Arthur P.....March, p. 9
Sedam, Robert W.....October, p. 47

- Self, Sydney B.....January, p. 13
Selvage, James P.....October, p. 14
Shanks, Carol M.....June, p. 14
Shepherd, Richard J. (Book Review)..December, p. 22
Sims, Dean.....November, p. 12
Steele, Earl B.....May, p. 12
Stephenson, Howard (Book Review).....May, p. 14
October, p. 34
Storr, Guy S.....June, p. 15
Streibert, Theodore C.....January, p. 9

T

- Thomas, George C.....September, p. 5
Toy, Henry.....April, p. 5
Triner, Alma.....April, p. 12

V

- Van Loon, Adelaide H.....March, p. 14
Vance, CharlesMay, p. 8

W

- Waltman, Franklyn.....October, p. 20
Weisglas, Dr. M.....July, p. 10
Whitaker, Clem.....October, p. 11
Whitman, E. S.....August, p. 8
Williams, Simon (Book Review).....June, p. 28
Woodburn, Dr. John H.....June, p. 13
Woodward, Sally.....October, p. 58
Wright, C. E.....December, p. 12

INDEX BY TITLE

A

- A fence of our own to mend, *Benjamin F. Fairless*.....January, p. 6
A fire made them famous, *John T. Hall*....July, p. 8
Adventures in railroading, *Albert R. Beatty*..August, p. 6
American public relations in the Netherlands, *Adelaide H. Van Loon*.....March, p. 14
And what is your public relations platform? *Conger Reynolds*.....October, p. 8
Applying public relations to attacks on education, *Ralph C. Champlin*.....June, p. 12
A psychologist looks at public relations, *Edward J. Robinson*.....November, p. 13
A Supreme Court decision and public relations techniques, *Joseph V. Baker*.....July, p. 6

B

- Blood without tears, *David Marshall*.....June, p. 10
Book Reviews:
Business Without Boundary.....May, p. 14
Careers in Religious Education.....June, p. 28

B—(continued)

- For Immediate Release.....December, p. 22
Fundraising Made Easy.....April, p. 29
Human Relations in Small Industry.....September, p. 22
Public Relations-Handbook of Answers.....December, p. 27
Publicity in Action.....September, p. 22
The Dollars and Sense of Business Films.....February, p. 23
The Human Animal.....February, p. 23
The MacMillan Handbook of English.....July, p. 22
The Process and Effects of Mass Communication.....June, p. 28
The University and Its PublicsJune, p. 28
Books for long-term public relations, *Philip Lesly and Ken Jackson*.....December, p. 4
Building better public relations people..January, p. 16
Business Week's unique anniversary booklet, *David L. Lewis*.....June, p. 5

C

- Community relations—a practical business.....October, p. 56
Coordinated campaign aids physically handicapped, *Alma Triner*.....April, p. 12
Corporate public relations comes of age, *Franklyn Waltman*.....October, p. 20
Counselors adapt to more varied needs, *Pendleton Dudley*.....October, p. 25

D

- Dividends from the golden screen, *Otto H. Coelln, Jr.*.....October, p. 85

E

- Effective public relations helps extend the American way, *E. S. Whitman*.....August, p. 8
Election year coming up! *Clem Whitaker and Leone Baxter*.....October, p. 11

F

- Forming and changing attitudes of people.....January, p. 20

G

- Getting along with the boss, *Robert W. Sedam*.....October, p. 47
Good public relations is a fine art.....September, p. 4
Good stockholder relations—the new order of business.....October, p. 28

H

- How we did it, *George Bevel*.....August, p. 10
How we did it, *Quinton Peters*.....November, p. 6
How we did it, *Fred W. Rust, Jr.*.....May, p. 11
How we did it, *C. E. Wright*.....December, p. 12
How we did it—or we're older than we think, *Maurice O'Reilly*.....October, p. 90
Human Relations—a challenge, *E. Wight Bakke*.....August, p. 4
Hurricanes and public relations, *Thomas M. Hennessey*.....June, p. 7

I

- If I were a public relations man—Trying to get along with newspapers, *Marion Cracraft*.....May, p. 14
Institutional promotion—a practical program for Carling Breweries.....December, p. 7
Is management getting its money's worth?.....May, p. 7

K

- Kerkohoudt "open huis"! *M. J. Anema*.....May, p. 6

L

- Low pressure approach, *Dave Garroway*....January, p. 44
Lawyers are a PR man's best friend *Glen Perry*.....April, p. 3
Learn by listening, *Dean Sims*.....November, p. 12
Let's go informal, *Howard Stephenson* October, p. 34
Life blood of service, *Fred W. Johnson*..October, p. 66

M

- Motion pictures—a PR tool, *William B. Laub*..May, p. 9
Mr. Matskevich and his medals, *William F. Calkins*.....November, p. 10

N

- New style press conference for foreign public relations.....September, p. 10
Nine dangers confronting the practice of public relations, *Paul Schrader*.....July, p. 5

O

- Operation amigos, *Samuel A. Montague*..February, p. 11
Our aging employers.....July, p. 12
Our expanding horizons, *Carol M. Shanks*....June, p. 14

P

- Parliamentary relations, *Dr. M. Weisglas*....July, p. 10
Philosopher explores the "folklore" of public relations, *G. Edward Pendray*.....October, p. 18
Problems in Latin American public relations, *Edmundo Lassalle*.....December, p. 10
Promoting creative thinking, *William G. Caples*.....August, p. 5
Providing social gains, *Harold Brayman*.....July, p. 7
Public relations and private obligations, *Robert Montgomery*.....January, p. 3
Public relations for agriculture, *Frank M. Atchley*.....October, p. 70
Public relations for a professional organization, *Gordon L. Hough*.....September, p. 12
Public relations helps get better schools, *Henry Toy, Jr.*.....April, p. 5
Public relations is good business—in merchandising *Gertrude Bailey*.....February, p. 8
Public relations is good business—in the community, *Milton Fairman*.....February, p. 5
Public relations is good business—in the financial community, *Sidney B. Self*..January, p. 13
Public relations on the campus, *Francis C. Pray*.....October, p. 43
Public relations stepchild, *Kalman B. Druck*.....October, p. 62
Public relations target: Uncle Sam, *James P. Selvage*.....October, p. 14
Public relations—the new government service, *Lee K. Jaffe*.....October, p. 74

Public relations: what's in a name?

- Frederick Bowes, Jr.*.....January, p. 11
PR memo from Muscle Shoals, *Arthur P. Schulze*.....March, p. 9
PR opportunities of b-e day, *Earl B. Steele*....May, p. 12
PR report from abroad, *Theodore C. Streibert*.....January, p. 9
Public service—public relations, *Farley Manning and Roger Kafka*.....November, p. 7
Publicity without a commercial, *David J. Phillips*.....February, p. 13
Publicity man—new style.....March, p. 4
Puerto Rico and public relations, *Leonard Bourne*.....June, p. 3

R

- Reverse the coin, *Dan B. Murphy*.....October, p. 72

S

- Safety in PR, *Richard M. Barr*.....April, p. 7
Second annual, social science seminar, *Dr. Rex F. Harlow*.....June, p. 9
Speakers bureau helps Americans understand America, *Alfred F. Connors*.....March, p. 3
Summer jobs for teachers equals public relations dividends, *Dr. John H. Woodburn*.....June, p. 13

T

- Ten commandments of affirmative action..October, p. 24
The employe publication as a community relations tool, *Oscar M. Beveridge*....April, p. 10
The field study as a check on public relations needs, *Dudley L. Parsons*.....September, p. 3
The indispensable weapon.....June, p. 6
The keys of confidence, *Dr. Ralph W. Sockman*.....February, p. 3
The new look in print, *K. C. Pratt*.....October, p. 87
The platform does it, *Guy S. Storr*.....June, p. 15
The public relations firm runs a corporate news bureau, *George C. Thomas*....September, p. 5

A

- ACPRA meeting.....August, p. 17
Advertising agencies and PR.....October, p. 80
Advertising-in-Action awards.....March, p. 29
Agricultural public relations.....October, p. 70
AIA permits photos.....September, p. 23
Air pollution.....April, p. 24
AMA—supervisory development.....May, p. 33
American Association of Industrial Editors meeting.....May, p. 32
Anniversaries—Business Week booklet.....June, p. 5
Annual reports contest.....July, p. 29; August, p. 25
Annual reports—employe..March, p. 35; November, p. 28

The PR story behind the headlines, *Joseph H. Mader*.....May, p. 3

- The quest for quality of leadership, *Gilbert W. Chapman*.....July, p. 13
The role of public relations in the advertising agency, *W. Howard Chase*.....October, p. 80
The sky's the limit! *Sidney H. Eiges*....October, p. 84
The task of journalism schools, *John R. Herbert*.....December, p. 11
The trade association outlook, *Ed Lipscomb and William H. Baldwin, Jr.*.....October, p. 52
There's a future in employe communications.....October, p. 40
This business of women, *Mabel Flanley and Sally Woodward*.....October, p. 58

U

- Unfunny comics—a PR tool, *John T. McCarty*.....September, p. 8

W

- Wall Street comes to Main Street, *Thomas W. Parry*.....July, p. 3
What are we afraid of? *Paul C. Smith*....January, p. 36
What to tell security analysts, *William G. Maas*.....March, p. 5
What's ahead in printed media, *Hal Davis*..October, p. 86
What's happened to the orators, *Maurice O'Reilly*.....June, p. 16
What's in a name? *Guy Alexander*.....March, p. 12
When your PR job encircles the globe, *Elizabeth Fagg*.....March, p. 7
Why communication fails, *Robert Lindsay*..August, p. 3
Winning recognition through community service, *Charles Vance*.....May, p. 8

Y

- Your public relations is showing.....March, p. 15

INDEX BY SUBJECT MATTER

A—(continued)

- Appraising PR programs.....September, p. 3
ASME celebrates.....April, p. 26
Attitudes-influencing...January, p. 20; November p. 3
Automobile designer Brooks Stevens.....June, p. 15

B

- Banking PRMay, p. 8
Barlow, Walter—elected.....August, p. 24
Blood donations tripled.....June, p. 10
Books, commercial.....December, p. 4
Bull becomes celebrity.....August, p. 10
Business-Education Day-PR opportunities...May, p. 12

C

- Civil defense service program.....November, p. 7
- College and university PR.....October, p. 43
- Commercial books.....December, p. 4
- Communication—why it fails.....August, p. 3
- Communism—PR combats in Latin America.....August, p. 8
- Community development conference.....August, p. 29
- Community relations.....October, p. 56
- Community relations—air pollution.....April, p. 24
- Community relations—a visual tool.....September, p. 8
- Community relations—bank program.....May, p. 8
- Community relations—Diamond Alkali.....March, p. 9
- Community relations—employee publication as tool.....April, p. 10
- Community relations—five case studies.....February, p. 5
- Community relations—Rust Craft at Dedham May, p. 11
- Community relations—workshop.....January, p. 33
- Confidence.....February, p. 3
- Congress for Cultural Freedom.....August, p. 25
- Consumer relations.....October, p. 47
- Corporate PR—progress survey.....October, p. 20
- Counselors adapt to varied needs.....October, p. 25
- Crowson, George M.—sales activity and PR.....May, p. 29
- Customer relations.....October, p. 47
- Customer relations—seven case studies.....February p. 8

D

- Desegregated schools and PR.....July, p. 6
- Disaster PR—C & D Batteries.....July, p. 8
- Disaster PR—hurricanes.....June, p. 7

E

- Education—better schools through PR.....April, p. 5
- Education—business aid.....September, p. 29
- Education—high school aid.....March, p. 25
- Education—PR for public school system.....June, p. 12
- Education—Socony Mobil chair.....September, p. 24
- Elections and PR.....October, p. 11
- Employee communications—its future.....October, p. 40
- Employee performance.....September, p. 25
- Employee publication—tool for community relations.....April, p. 10
- Employee relations—workshop.....January, p. 24
- Ethical drug PR.....March, p. 7

F

- Federal government—as PR objective.....October, p. 14
- Films—what's ahead.....October, p. 85
- Financial PR—good business.....January, p. 13
- Financial PR—informing security analysts.....March, p. 5
- Financial PR—Wall Street to Main Street.....July p. 3
- Fires—C & D Batteries.....July, p. 8
- Ford realigns PR.....November, p. 27
- Freedom and free enterprise.....January, p. 6
- Free enterprise—Business Education Day.....May, p. 12
- Free enterprise—challenge to PR.....January, p. 6
- Free enterprise—school opening theme.....March, p. 12
- Freedoms Foundation awards.....April, p. 24

F—(continued)

- French Public Relations Association award.....April, p. 26
- Fund raising.....October, p. 66

G

- Geriatrics—questionnaire.....July, p. 12
- Government—industry relations—Netherlands.....July, p. 10
- Government public relations.....October, p. 74
- Government relations—workshop.....January, p. 24

H

- Handicapped worker—campaign aids.....April, p. 12
- Handwriting.....July, p. 24

I

- Institutional promotion—Carling Breweries.....December, p. 7
- International Public Relations Association.....July, p. 24
- International Public Relations Association meetings.....April, p. 26
- International PR—Belgian visitors.....March, p. 17
- International PR—Belgium.....July, p. 15
- International PR—Brazil.....June, p. 29
- International PR—France.....February p. 11
December, p. 27
- International PR—Latin America February, p. 11; August p. 8; December, p. 10
- International PR—Netherlands March, p. 14; May, p. 6; July, p. 10
- International PR—overseas news conference.....September, p. 10
- International PR—Paris.....June, p. 15
- International PR—Puerto Rico.....June, p. 3
- International relations—Latin America and U. S.....February, p. 11
- Investments—show.....July, p. 25

L

- Labor news writers conference.....April, p. 33
- Latin American PR.....December, p. 10
- Lawyers—PR man's friend.....April, p. 3
- Leadership development.....November, p. 29
- Listening to your public.....November, p. 12

M

- Magazines and newspapers—what's ahead.....October, p. 86
- Motion pictures—PR tool.....May, p. 9
- Motivation research.....March, p. 28

N

- National Cub Scout Railroad Month.....August, p. 6
- NERSICA contest.....August, p. 17
- Netherlands—American PR in.....March, p. 14
- Netherlands—an open house.....May, p. 6
- News bureau.....September, p. 5
- News conference—overseas.....September, p. 10
- Newspapers and magazines—what's ahead.....October, p. 86

O—(continued)

- Oil companies merge.....November, p. 6
- Older workers—questionnaire.....July, p. 12
- Opinion leaders.....October, p. 34
- Opinions and attitudes—influencing.....January, p. 20

P

- Paper cup and container stock file.....November, p. 7
- Personnel in PR—bettering.....January, p. 16
- Personnel in PR—recruitment.....January, p. 16
- Personnel in PR—training.....January, p. 17
- Polio Vaccine—story behind headlines.....May, p. 3
- Political campaigns and PR.....October, p. 11
- Press relations—corporate news bureau.....September, p. 5
- Press relations—overseas conference.....September, p. 10
- Press relations—placing newspaper stories.....May, p. 14
- Press relations—publicity without
 commercial.....February, p. 13
- Press relations—workshop.....January, p. 22
- Printed material—workshop.....January, p. 23
- Printed matter—what's ahead.....October, p. 87
- Printing as PR tool.....March, p. 29
- Product publicity.....February, p. 8
- "Production 5118".....November, p. 19
- Professional associations and PR.....September, p. 12
- Professional as opinion leader.....October, p. 34
- Psychology and PR.....November, p. 3
- Public opinion.....October, p. 34
- Public opinion research.....June, p. 37
- Public Relations JOURNAL—history.....October, p. 90
- Public relations profession.....January, p. 11
- PR advertising—workshop.....January, p. 24
- PR, corporate—progress survey.....October, p. 20
- PR counsel—present status.....October, p. 25
- PR "folklore".....October, p. 18
- PR in advertising agencies.....October, p. 80
- PR platforms.....October, p. 8
- PR profession—self regulation.....January, p. 27
- PR programs—field study appraisal.....September, p. 3
- PRSA—Central Texas Chapter.....August, p. 13
- PRSA—Cleveland Chapter pays tribute.....February, p. 15
- PRSA—Connecticut Valley Chapter.....November, p. 18
- PRSA—Hawaii Conference.....September, p. 15
- PRSA—Middle Atlantic Conference.....December, p. 15
- PRSA—Minnesota Chapter.....July, p. 15
- PRSA—Minnesota PR forum.....December, p. 15
- PRSA—national conference advisory
 committee.....August, p. 22
- PRSA—national conference plans
 July, p. 25; September, p. 15; November, p. 15
- PRSA—new districting.....April, p. 15
- PRSA—Personnel Development
 Committee.....September, p. 7
- PRSA—spring board meeting.....June, p. 19
- PRSA—spring PR conferences.....June, p. 20
- Public service program.....November, p. 7
- Public utilities—PR program.....December, p. 12

P—(continued)

- Publicity—corporate news bureau.....September, p. 5
- Publicity without commercials.....February, p. 13

R

- Radio and TV—what's ahead.....October, p. 84
- Radio and TV—workshop.....January, p. 32
- Railroading for Cub Scouts.....August, p. 6
- Railroad Public Relations Association
 meeting.....August, p. 13
- Railroad-trucking controversy.....May, p. 29
- Reference Roundtable.....January, p. 28
- Religion in American Life.....November, p. 19
- Religion in American Life campaign.....May, p. 17
- Research—motivation.....March, p. 28
- Research—public opinion.....June, p. 37
- Research—tobacco industry grant.....February, p. 24
- Responsibilities of PR.....January, p. 3
- Russian visitors.....November, p. 10

S

- Safety programs.....April, p. 7
- Schools—better schools through PR.....April, p. 5
- Security analysts—information for.....March, p. 5
- Social service agencies.....October, p. 66
- Social sciences—seminar.....June, p. 9; June, p. 29
- Southern Pacific reorganizes PR.....November, p. 26
- Speakers bureaus.....March, p. 3
- Speeches—decline of oratory.....June, p. 16
- Speeches—workshop.....January, p. 22
- S.R.A. "Operatives Desk Standards".....March, p. 17
- Stephenson, Howard.....July, p. 15
- Stevens, Brooks.....June, p. 15
- Stockholder relations—employee participation.....July, p. 3
- Stockholder relations—informing security
 analysts.....March, p. 5
- Stockholder relations—new trends.....October, p. 28
- Supplier relations.....October, p. 62

T

- Trade associations—NAF.....November, p. 12
- Trade associations—chapters analyzed.....December, p. 31
- Trade associations PR.....October, p. 52
- TV and Radio—what's ahead.....October, p. 84

U

- U. S. Information Agency.....January, p. 9

V

- Visual presentations—workshop.....January, p. 32

W

- Washington, D.C.—conducting PR at.....October, p. 14
- Welfare—social service agencies.....October, p. 66
- Women publics.....October, p. 58
- Workshops—special interest areas.....January, p. 22